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vision care | product news

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**EYEWEAR  
& SUNWEAR:  
MARCHON'S  
G-STAR RAW: JUST  
THE PRODUCT**

**E-TECH:  
NIKON  
MEASURES UP  
WITH CAPTURE-I**

**JUST RELEASED**

**VINCE CAMUTO**  
NEW MEN'S OPHTHALMICS BY COLORS IN OPTICS'

**SEIKO**

See the world as it really is.

SEIKO Patented 100% Back Surface Free-Form Lenses  
**VISION EXPO WEST BOOTH 18053**



# EXPO BUZZ EXPO BUZZ EXPO BUZZ

*continued from page 28*  
**EASTERN STATES WAKES UP EARLY.** Place an order with Eastern States Eyewear before 11 a.m., and receive a VIP American Express gift card. **Eastern States Eyewear, 800-645-3710, eseyewear.com, #17023.**

**GET LOGICAL WITH HILCO.** Save big on orders for Hilco's Logic® Screw Kit (220 pieces): regular price is \$64.90, but show purchasers get it for \$48.68. **Hilco, 800-955-6544, hilco.com, #LP12109.**

**OCULUS COLORS IT IN.** Visitors who stop by the Oculus booth to check out the Power of Color Topography can enter a raffle for a chance to win an iPad mini. **Oculus, Inc., 888-284-8004, oculususa.com, #MS8053.**

**HOYA LIVES THE LIFESTYLE.** Pay a visit to the HOYA booth to check out the launch of iD LifeStyle 2 lenses and Recharge lens treatment, and while you're there, enter to win one of two iPad Minis each day. **HOYA Vision Care, North America, 877-528-1939, hoyavision.com, #LP6087.**

**RON'S OPTICAL GOES ON DISPLAY.** Customers who order

40 Eye Candy readers or suns will receive four free pairs as well as a free 28-piece reader display. Orders for 20 eyeglass chains will be met with four free chains plus a free chain display. **Ron's Optical, 800-247-7667, ronsoptical.com, #18115.**



**GET FASHIONABLE WITH L'AMY.**

Visitors who order at least 18 pieces from the new Sperry Top-Sider eye-wear collection will receive a free Sperry Top-Sider scarf. **L'Amy America, 800-USA-LAMY, lamy-america.com, #16043.**



**RISE WITH THE SUN—AND COSTA.** Visitors to Costa's booth can scan their badges to enter to win a pair of Costa Rx suns with 580 sunrise lenses. **Costa, 800-447-3700, costadelmar.com, #20110.**



**TIME WILL TELL FOR OGI.** For every 12-piece order placed with Ogi at the show, customers will receive one free Taki watch. **Ogi Eyewear, 888-560-1060, ogieyewear.com, #G23017.**



**WHIRL IN WESTGROUPE'S WIND TUNNEL.** Jump into WestGroupe's wind tunnel for a chance to win free orders, discounts, and prizes worth up to \$2,500. **WestGroupe, 800-361-6220, westgroupe.com, #18023.**

**SIGNET ARMORLITE'S THE 'WHEEL' DEAL.** Stop by Signet Armorlite's KODAK Lens booth to spin the wheel for a prize and place an order for a free See the Colors of Life dispensing mat and poster. **Signet Armorlite, Inc., 800-950-5367, signetarmorlite.com, #LP7065.**

